



FACC 2024 Key Policy Guidelines

This policy platform is adopted by the Governmental Affairs Council (GAC) and approved by the Board of Directors of Fruita Area Chamber of Commerce (Chamber) to provide a basis to act on local, state, and federal government issues and to support a vibrant business environment. The Chamber's Board of Directors has given the GAC authority to make, on behalf of the Chamber, any positions of "support," "oppose," "educate," or "monitor" that align with the policies set out below, subject to the Board of Directors' approval or modification.

PROMOTE A PRO-BUSINESS ENVIRONMENT BY:

1. facilitating a market-based economy by promoting business expansion.
2. supporting infrastructure improvements related to energy, water, air, transportation, and communications.
3. promoting workforce development by supporting training and education.
4. opposing state mandates that impose obligations on local agencies or businesses without providing the necessary resources to comply with those obligations.
5. supporting policy that are consistent, timely, and data driven.
6. promoting policy reducing excessive regulations, fees, and unfunded mandates placed on businesses that interfere with economic vitality, competitiveness, or job creation.

MAINTAIN AN ACTIVE AND VISIBLE CHAMBER PRESENCE BY:

1. keeping governing bodies and decision makers at local, state, and federal levels informed on important regional issues.
2. building coalitions and coordinating community, business, and government support for important issues.
3. regularly providing education to, updating, and creating opportunities for member involvement and participation in the Chamber's advocacy activities.
4. advancing policies that promote local employers to remain strong and competitive, attract new businesses to the area, and encourage local entrepreneurship.

The Chamber serves as the voice of business in advocating for policies and programs which create an environment in which business can thrive and expand. The following areas have been identified as critical to that environment, requiring active monitoring and engagement on behalf of our members.

AS SUCH, THE FRUITA AREA CHAMBER OF COMMERCE ADVOCATES FOR:

AIR, WATER & ENVIRONMENT. The Chamber embraces the idea that being a responsible business owner requires recognizing the shared responsibility to be good stewards of our natural resources. The Chamber subscribes to the premise that environmental challenges and opportunities must be addressed directly with resolution and veracity.

The Chamber:

1. supports efforts to ensure that regulations do not prohibit job creation or curb economic growth or that would damage the region's competitiveness or result in a net-loss of jobs to our communities.
2. supports environmental strategies that allocate responsibility equitably between and across all business sectors.
3. supports policy that is an all of the above approach to developing affordable energy.
4. supports policy that recognizes the rights of both surface and subsurface property owners.
5. supports policy that responsibly develops state and federal lands including a Multi-use philosophy.
6. opposes policy that creates unnecessary environmental regulations on business.

COMMUNITY DEVELOPMENT. The Chamber supports an adopted long-term plan for the city and county, that ensures adequate supply of commercial and industrial space

The Chamber:

1. supports ensuring that planning, zoning, and land use issues remain local decisions with minimal regional, state, or federal interference.
2. supports processes important to business creation that are streamlined, efficient, and supported to ensure they do not become roadblocks to new economic activity.

COMMUNITY SAFETY. The Chamber supports collaborative, solution-oriented efforts to deal with crime, violence, and property damage, and believes that business leaders need to take a leadership role in these efforts.

The Chamber:

1. supports coordinated community-wide efforts to address homelessness problems, with a particular emphasis on impacts to business (i.e. vandalism, cleanliness of property, etc.).
2. supports collaborative, community-wide efforts that address common crimes, such as petty theft, inappropriate behavior, and drug use.

ECONOMIC DEVELOPMENT. The Chamber endorses an economic development strategy that supports growing a prosperous & sustainable business community.

The Chamber:

1. supports the use of local labor and materials.
2. supports private enterprise and development projects that enhance economic development and create jobs.
3. supports programs that facilitate business growth.
4. supports recruitment of new businesses, creation of new businesses, and encouragement of existing business expansion.

5. supports policy that provide additional amenities and infrastructure that improve the quality of life in the region.
6. supports policy that attracts and retains industries in Colorado with high paying, quality jobs.

WORKFORCE DEVELOPMENT/EDUCATION. The Chamber endorses strategies that develop and retain local talent.

The Chamber:

1. supports programs that help local companies hire local students.
2. supports increased educational support for entrepreneurial activities and for business start-ups.
3. supports policy that emphasizes educational career exploration and local control of educational curriculum.
4. supports policy that allows our community to cooperate with higher education to attract and retain an educated workforce.
5. supports policy that directly supports local technical education and colleges.
6. supports policy that expands programs to meet the market demands of the Grand Valley.
7. supports policy that creates opportunities for career-specific training efforts including job shadows, internships & apprenticeships.
8. supports policy that promotes adult education, upskilling, and reskilling.
9. supports policy that expands programs related to agriculture and food production.

EMPLOYMENT & LABOR. The Chamber believes that job creation and job preparation should be the core focus of all community leaders. We also believe in balancing the wants and needs of employees with the right for employers to operate their businesses successfully.

The Chamber:

1. supports local hiring programs and practices that encourage the training and hiring of local residents.
2. supports workers' compensation laws that balance employer liabilities and provide fair benefits to injured workers.
3. supports protections for businesses from new or added costs in the form of mandated wages, employee benefits, or onerous scheduling requirements.
4. supports workplace rules written in plain, simple language to ensure employers know how to comply with the law and that workers are clearly informed of their rights.
5. supports a fair and rational system for providing health insurance while containing healthcare costs for individuals and employees.
6. supports ensuring that taxes and fees are broad-based and not targeted at specific industries or businesses.
7. supports streamlining oversight agencies and protocols to simplify and avoid duplication and/or inconsistent regulations.
8. supports requirements for cost-benefit analysis, ensuring economic impacts are weighed before the imposition of new cost mandates on employers.
9. supports regular review of government-imposed impact fees to ensure that fees reflect current, accurate costs and growth projections, with a goal of ensuring new development pays its fair share of infrastructure costs while preventing fees from becoming impediments to economic growth.

HEALTHCARE. The Chamber believes that the health and safety of our community is paramount and essential to ensure the future of our businesses and workforce.

The Chamber:

1. supports adequate notice for policy changes, particularly when involving businesses that have inventory and staffing requirements.
2. supports policy that improves healthcare in a financially responsible manner. This includes public education about the healthcare system, early screening/detection, and preventative healthcare.
3. supports policy that allows employers to pick what plans are best for their business and their employees.
4. supports policy that allows small businesses the ability to band together to address the healthcare needs of employees and their families.

INFRASTRUCTURE & TRANSPORTATION. The Chamber believes that an appropriate role for government is to ensure that infrastructure investments meet the needs of commuters and commerce.

The Chamber:

1. supports policy that addresses transportation and infrastructure needs across the state. This includes funding for projects on the western slope and at all levels of government.
2. supports policy that provides resolutions for issues along the I-70 transportation corridor that make traveling between the western slope and front range difficult.
3. supports policy that encourages the use of local contractors and labor.
4. supports timely and appropriate investments in infrastructure that do not become barriers to businesses operating successfully.

LAND USE AND DEVELOPMENT. The Chamber believes in the importance of strategically planning and developing residential and commercial amenities that will help attract jobs and economic investment.

The Chamber:

1. supports market driven development, both commercial and residential, which may include a variety of development densities.
2. supports policy that streamlines the development process at the city and county level.
3. supports policy that promotes attainable and workforce housing.
4. supports land use, planning, housing, and zoning issues that attract, retain, encourage, and promote business development.
5. supports refraining from policy that negatively impact our natural resource industries.
6. supports local control of development decisions ensuring that planning, zoning, and land use issues remain local decisions with minimal regional, state, or federal interference.